



## MARKETING RESEARCH SERVICES INC.

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O.K.  
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February 4, 1987

Ms. Karen Eisen  
Philip Morris U.S.A.  
120 Park Avenue  
New York, N.Y. 10017

Dear Karen:

Attached is the revised questionnaire for the Philip Morris Magazine Study. If at all possible, please review the changes this afternoon. I will be out of the office Thursday and Friday.

If you miss me today, please give any changes to Suzanne Laurita. Please tell us how you want us to record the answers to Q.18A and Q.22A; do you want products, brands or both?

We are planning to start interviewing Monday, February 16. *gm*

Best regards,

*Randy*

M. Randall Thaman  
Vice President, Analytical Services

/mh

enclosure

cc: Suzanne Laurita  
Dave Disher

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